K KeystoneGTM x scalekit

How Scalekit uses multi-intent capture and runs an automated GTM engine

Industry: Software Development Location: Delaware Employees: 50+

Executive Summary

Scalekit, an early-stage B2B enterprise authentication startup, needed to establish foundational processes for their Go-To-Market (GTM) strategy. They aimed to precisely identify high-value prospects among seed-stage (0–1M ARR) and growth-stage (1–10M ARR) B2B SaaS startups actively seeking authentication or integration solutions. Recognising the importance of intent-based insights, Scalekit required infrastructure to efficiently qualify prospects and streamline outreach.

Partnering with KeystoneGTM, Scalekit successfully adopted a multi-signal intent capture framework and structured qualification system. Using a mix of multi-intent infrastructure, account qualification logic, and automated outreach flows, the company engaged high-priority ICP accounts with relevant messaging. Keystone Rover surfaced high-propensity buying triggers like legacy tool usage (Auth0), enterprise-tier packaging, and SSO requirements.

Challenge

Scalekit, a B2B Enterprise Authentication startup, was looking to build and add structure to their early GTM (Go-To-Market) motion. Specifically, they had the following challenges in mind.



Structured system to identify and action on in-market accounts



Automated account qualification



Build a precise account list



Multi-signal intent infrastructure



Searching for a repeatable process



Lack of robust GTM infrastructure

Impact Areas

ScaleKit saw an early traction and built in the confidence to invest further into an in-house demand generation process.



Enabled a GTM motion that surfaced two high-intent accounts, leading to successful POCs—providing early validation for Scalekit's outbound approach



Enabled GTM Ops for structured intent capture and systematic conversion of inmarket interest into pipeline



Enabled continuous account qualification, prospect signal detection, and intelligent alerting to direct sellers toward high-impact actions.



Bridged marketing and sales: A databacked GTM system

Challenge

- Structured system to identify and action on in-market accounts from their two key ICPs: Seed-stage (0 1M ARR) and Growth-stage (1 10M ARR) B2B SaaS startups targeting enterprise deals.
- Build a Precise Account List leveraging sources like YC alumni, accelerator portfolios, and industry databases.
- Multi-Signal Intent Infrastructure (across Account level Intent Factors.ai and Person Level Intent rB2B) to prioritise accounts actively seeking authentication or integration solutions.
- Automated account qualification, which would enable them to detect users of a specific legacy tech product (Auth0)
- Robust GTM infrastructure to target outreach to their buyer personas, CEOs, CPOs, CTOs, and senior engineers via LinkedIn and email.
- Searching for a repeatable process in order to build confidence and invest deeper into channels.

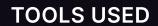
Keystone Rover

To solve these challenges, Scalekit partnered with Keystone Rover. The approach included

- Multi-Intent GTM Stack to streamline account identification and prioritise startups falling within their Two Precise ICP Buckets, using KeystoneGTM's Qualification APIs
- Qualification & Research framework, ensuring high-value prospects were engaged based on enriched data, such as enterprise-tier packaging, SSO/authentication needs, and funding activity.
- Custom ICP Research Module that detects the presence of their legacy competitor, which is a signal for a company to sell into
- Deploying an outreach system that integrates LinkedIn, targeted messaging sequences, and email campaigns to systematically engage CEOs, CTOs, and key decision-makers.

As a startup, meetings and new conversations were absolutely essential.

Using products such as Factors, rB2B, and LGM, early success on the program brought in 2 key meetings that led to POCs and trials for the business.









Impact Areas

- Enabled a GTM motion that surfaced two high-intent accounts, leading to successful POCs—providing early validation for Scalekit's outbound approach.
- Established a structured GTM operations layer to continuously capture multi-source intent signals and convert qualified interest into active pipeline.
- Activated continuous qualification workflows that identified legacy tool usage, applied enriched scoring logic, and surfaced timely seller alerts for outreach
- Created a scalable pipeline engine that systematically captured top-of-funnel interest from ICP accounts across India and the US.
- Enabled tighter sales-marketing alignment through a data-backed GTM system, supporting coordinated outreach and faster qualification.

Positioning for Startups

For early-stage SaaS companies, the real challenge is not just executing GTM but **figuring out if a channel** will work before committing resources. KeystoneGTM Rover enabled Scalekit to:

- Enabled multi-intent GTM infrastructure to orchestrate continuous signal capture, qualification, and pipeline conversion
- Prove that outbound channels can be experimented for their enterprise motion.
- Hand off an automated LinkedIn and Email sequence, enabling their first sales hire to be productive from day one.

Key Learnings

- **GTM confidence is earned, not assumed**: For early-stage startups, KeystoneGTM Rover provided a structured way to test whether outbound channels could work before committing fully.
- Intent architecture creates leverage: Leveraging account-level and person-level signals (e.g., via Factors and rB2B) helped prioritise outreach toward companies actively exploring solutions.
- Signals are only as good as your systems: KeystoneGTM's qualification modules—such as detecting legacy competitor usage (Auth0)—helped action intent signals into actual outreach.
- Structured process beats ad hoc hustle: Having a repeatable research and qualification framework enabled Scalekit to scale conversations without relying solely on manual prospecting or guesswork.